ADL Appathon Submission Guidelines

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Business Pitch

- The business pitch is a recorded video where you introduce your hypothetical application and should be 2-5 minutes long
  - If you are working in a team, either one person can do the entire presentation, or you can do it together (join a Zoom call and record)
- Your pitch should be a slideshow with you/your team talking over the slideshow and explaining it in more depth
- The slideshow should contain:
  - Your product name and what problem it attempts to solve
  - What the market size for your product is (how many people will it help)
  - Talk about how you would create the app (you don't have to make it) and how it works
  - A competitive analysis: what other products are in the field and how your product differs
- You will only submit your video [here](). **Make sure your video is public or unlisted**
- Rubric:

Points:	0-1	2-3	4-5
Problem Statement	Problem statement is not described or is very insignificant.	The problem state is somewhat detailed, and the project idea is somewhat useful.	Problem state is detailed and explains very well what the project attempts to solve. Idea is very useful and has a real-world impact.
Market Size	Market size is not described, or barely described.	Market size is explained, but the size of people it will help it could be bigger.	Market size is explained well and is very detailed. The product helps a lot of people and the market size is large.
Product Specifics	Product specifics are not described, or barely described.	Product specifics are explained, but not very well, or there are many holes in the explanation.	Product specifics are explained well, it is clear how the team will make the product.
Competitive Analysis	Competitive Analysis is not identified, or barely identified.	Competitive analysis is explained, but the project is not very unique.	Competitive analysis is explained and detailed. Project is also unique and has a competitive edge over current products.

Writeup

- This submission track is a written document where you introduce an app that has a real-world impact, and is 500-1000 words
- Your document should contain:
  - Your product name and what problem it attempts to solve
  - What the market size for your product is (how many people will it help)
  - Talk about how you would create the app (you don't have to make it) and how it works
  - A competitive analysis: what other products are in the field and how your product differs
  - Must be 500-1000 words
- You will only submit a link of the writeup here. **Make sure we have view access**
- Rubric:

Points:	0-1	2-3	4-5
Problem Statement	Problem statement is not described or is very insignificant.	The problem state is somewhat detailed, and the project idea is somewhat useful.	Problem state is detailed and explains very well what the project attempts to solve. Idea is very useful and has a real-world impact.
Market Size	Market size is not described, or barely described.	Market size is explained, but the size of people it will help it could be bigger.	Market size is explained well and is very detailed. The product helps a lot of people and the market size is large.
Product Specifics	Product specifics are not described, or barely described.	Product specifics are explained, but not very well, or there are many holes in the explanation.	Product specifics are explained well, it is clear how the team will make the product.
Competitive Analysis	Competitive Analysis is not identified, or barely identified.	Competitive analysis is explained, but the project is not very unique.	Competitive analysis is explained and detailed. Project is also unique and has a competitive edge over current products.

Prototype

- The prototype track is similar to a conventional hackathon submission, where you demo an app you created in a video that is 2-5 minutes
- Your pitch should be a slideshow with you/your team talking over the slideshow and explaining it in more depth
- The demo video should contain:
    - Your product name and what problem it attempts to solve
    - Demo the app and all its features
    - Explain how the app works, and what programming languages and technologies you used to build it
    - Future plans of your prototype (what you can improve on and how to make it better)
- You will submit the demo video and project code (GitHub or Repl link) here
    - **Make sure your video and code is public**
- Rubric:

Points:	0-1	2-3	4-5
Problem Statement	Problem statement is not described or is very insignificant.	The problem state is somewhat detailed, and the project idea is somewhat useful.	Problem state is detailed and explains very well what the project attempts to solve. Idea is very useful and has a real-world impact.
App/Demo	Demo is short, doesn't explain the project well, does not show all features of the app.	Potentially all the features aren't shown, or it is not clear how the app is made, but there is an attempt to display the features and explain the app.	Demo is detailed and explains how the app was made, displays all the features, and everything works as planned.
Complexity	App is very basic, and does not look like team put a lot of effort.	App is somewhat complex, however, either the app could be more complex.	App is complex, and it is clear the team has spent a lot of time prototyping, debugging, and finalizing the project.
Future plans	There are no future plans or almost none.	Future plans are stated, it is clear what they are, but may not be very significant.	Future plans are very clear and will have a big impact on the app. Explain how and what they will do in the future in detail.